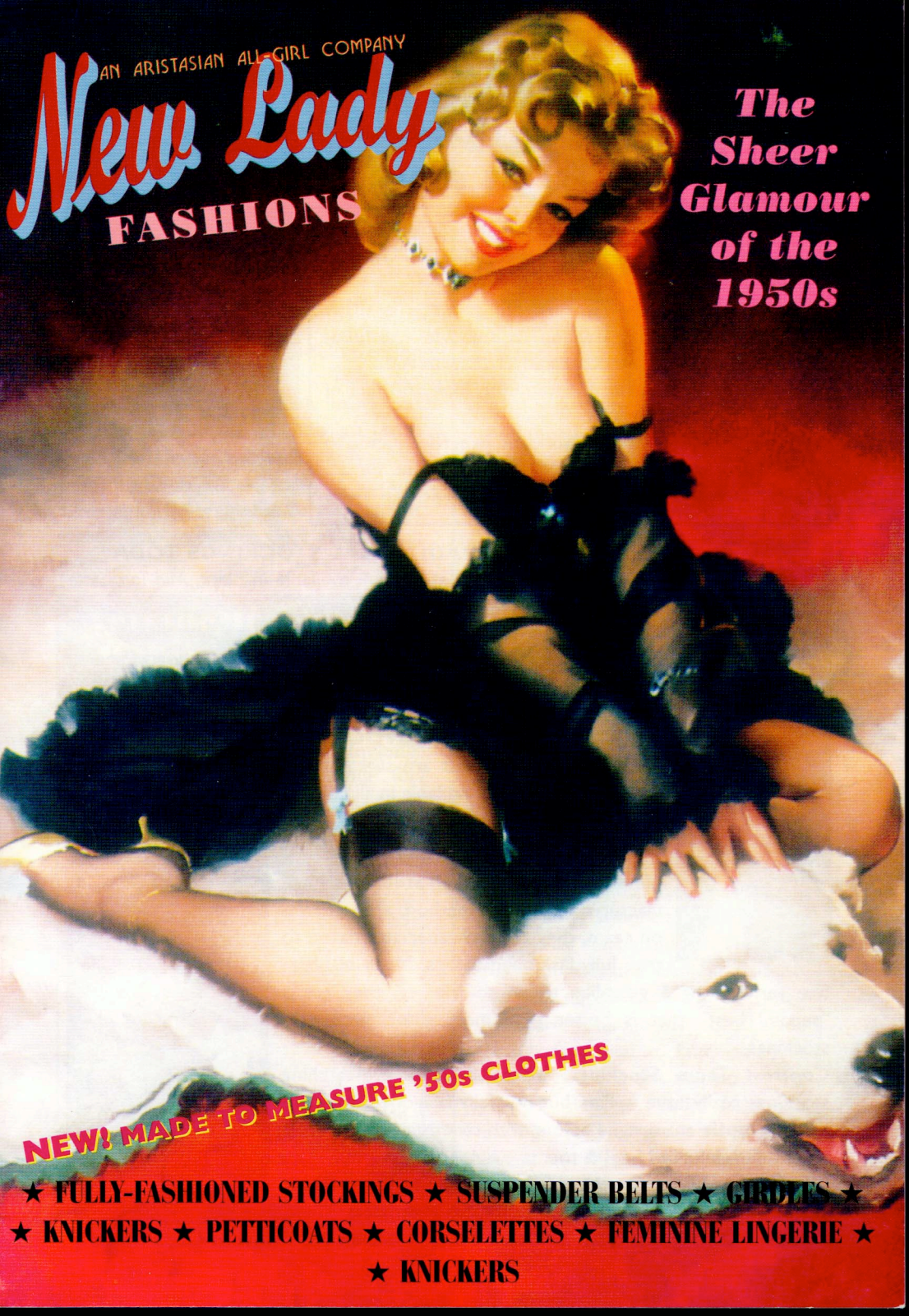

AN ARISTASIAN ALL-GIRL COMPANY
New Lady
FASHIONS
The Sheer Glamour of the 1950s
NEW! MADE TO MEASURE '50s CLOTHES
★ FULLY-FASHIONED STOCKINGS ★ SUSPENDER BELTS ★ GIRDLES ★
★ KNICKERS ★ PETTICOATS ★ CORSELETTES ★ FEMININE LINGERIE ★
★ KNICKERS

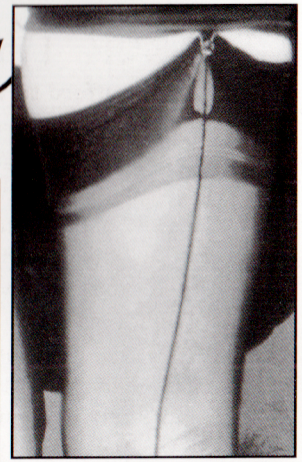
New Lady NYLONS

New Lady Nylons are manufactured today on authentic 1950s machinery reconditioned to the original standard.

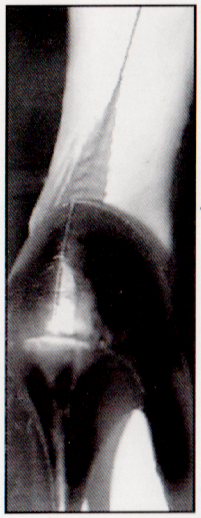
Modern machinery can turn out 20 times as many stockings per working day (one reason why real fully-fashioned stockings are comparatively expensive).

But it cannot imitate the exquisite look and feel of genuine traditional nylons.

It has taken four years of work and experimentation to learn to operate this complex equipment; but we are confident you will feel it was time and trouble well spent.



The authentic seemed construction accounts for the characteristic "hole" in the welt of real stockings



NEW LADY: TRADITIONAL STOCKINGS TODAY

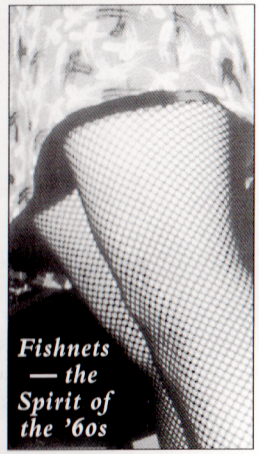
New Lady Nylons are at present available in *Black*, *Mid-Tan*, *Slate* and *Bitter Chocolate* with point-heels as illustrated. Sizes are small, medium, large and extra-large (and extra-large plus if needed). New colours and styles will be added to our range shortly, and all our customers will be informed of developments as they happen.

FULLY-FASHIONED STOCKINGS AS LOW AS £7!

New Lady Undergrads are *slightly imperfect* New Lady Nylons. These are at present available in all colours and sizes at £8 per pair, £15 for two pairs or £21 for three pairs.

OTHER ALTERNATIVES

New Lady Crystal-Sheen Stockings. Manufactured by modern methods with a sewn-on seam, they are a cheaper alternative to true fully-fashioned nylons. Made of ultra-fine yarn, giving a glass-like sheen to the leg, they are a "second best" that is better than most girls' "first-best" stockings.



Fishnets — the Spirit of the '60s

Contrast Seam Stockings. These daringly eye-catching stockings really have *it*. Fine but not fully-fashioned, they are made in a pale champagne colour with *contrasting black* seams and black reinforced heel & toe.

New Lady Fishnet Stockings. Deliciously alluring, a classic stocking that provides another inexpensive alternative.

Codes: N.L. Nylons NL1; U'Grads NL2; X-Sheen XS C/Seam CS; Fishnet F

FOREVER NYLONS

Now you can afford to wear fully-fashioned nylons every day!

Real fully-fashioned nylons are expensive. The best always is. But now there is a way to make your nylons last *much* longer, so that you can afford to wear fully-fashioned stockings every day, not just for special occasions.

Forever Nylons is a wonderful invention from America which strengthens your nylons as you rinse them using this charming pink fluid. Stockings last up to five times longer and a single five fluid ounce bottle will treat up to 75 pairs of stockings. Better still, *Forever Nylons* makes your stockings feel silkier than ever. Order: FN

Aristoc Harmony Point: *Are they gone forever?*

This is a question many stocking connoisseurs have been asking for years.

And the answer is—well, yes and not quite. It is a long time since Harmony Point have been available in the shops. There were rumours of a bid to buy up and refurbish the machinery, but that has fallen through and it is now highly unlikely that Harmony Point will ever be produced again.

The only good news is that we at *New Lady* have managed to acquire limited stocks of original Aristoc Harmony Point stockings in most sizes and colours.

These stocks have lately been replenished but are selling rapidly and once exhausted are unlikely ever to be replaced. Order: HP

WHATEVER HAPPENED TO NYLON STOCKINGS?

Every one knows that the 1940s and '50s were the era for feminine glamour.

And every one who can remember them knows that 1940s and '50s stockings had that unmistakable something that made them exquisitely sensual to wear, to see and to touch.

And the stockings you can buy in the shops—even the best and most expensive—are nothing like them.

Why not?

Real 1940s and '50s nylons were *fully fashioned*. They were made from wonderfully silky non-stretch, gossamer nylon fabric (so they couldn't be 'one-size'). They were seemed up the back and were finally made to the shape of the leg, just as a tailor cuts clothes to the shape of the body. The seam was an essential part of the stocking's construction—it was the seam that held it together—unlike modern 'seemed' stockings which are knitted in a tube shape and the 'seam' is merely an added decoration.

Real fully-fashioned stockings are unmistakable in look and feel. They set a standard in stocking glamour that has never been equalled.

Until five years ago Aristoc still made real fully-fashioned stockings on 1940s machinery. When this machinery was declared obsolete, fully fashioned stockings finally became unobtainable. *Now, at last, New Lady is making true fully-fashioned nylons available again.*

UNIQUE, MADE-TO-MEASURE 1950s UNDERWEAR

WE CAN now offer our customers the chance to own expertly-made lingerie in the beautiful styles of the 1950s. Off-the-peg corsetry can be excellent, but no two women are exactly alike. These undergarments are made to *your* unique measurements. Every garment is made by our professional corsetière who has over thirty years of experience in designing and creating lingerie. She will complete each item from the measurements you supply according to instructions given on the order form. All items are available in either Embossed black or Black Lace over ivory. Every item with suspenders can have from four to ten suspenders.

BASQUES

A full-length over-the-hip basque. It has a double hook and eye back fastening. The contour panelling in strong fabrics combined with the flexible metal boning gives firm control and superb comfort. The brassiere has a classic 1950s full cup for complete coverage and control.

For Black Lace over ivory (right) order BQ47/C31A
For Black embossed panelling order BQ46/C31

CORSELETTES

Corselettes are all made in super contour simplex for maximum control with the fifties full cup. Remember you can have up to ten suspenders.

For Black embossed (left) order CL37/C31
For Black lace over ivory order CL38/C31A

New Lady and Miss Martindale

NEW LADY FASHIONS is a company unlike any other. It is not just a business but a way of life. Founded by Miss Marianne Martindale (*right*), this all-female venture is run by girls who dress and *live* from head to toe in their own feminine version of the 1950s. The films they watch, the cars they drive, their manners and speech all belong to this magical world. Miss Martindale has often appeared on television and in the press.

MID-LENGTH OR LONG-LINE BRASSIERES

These elegant brassieres with a full 1950s-style cup can be ordered in mid-length or long-line style.

For Long-line Black embossed (right) order LBR43/C31
For Long-line Black lace over ivory order LBR44/C31A
For Mid-length Black embossed order MBR42/C31
For Mid-length Black lace over ivory order MBR42A/C31A

GIRDLES

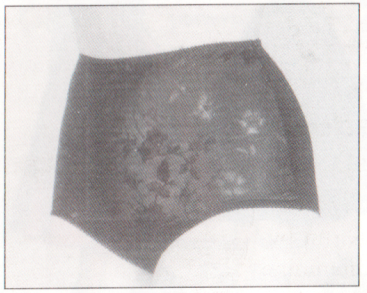
The girdle illustrated above, with a black embossed diamond-shaped panel, combines excellent control with comfort and style. Also available with black lace over ivory diamond panel. Can be ordered with the standard four suspenders and extra up to ten.

For Black embossed panel (above) order G50
For Black lace over ivory panel order G51

DEEP SUSPENDER BELT

The deep suspender belts have a hook and eye back fastening. The standard belt has four suspenders but you can order up to ten.

For Black Lace over ivory (right) order S27
For Black embossed panelling order S26



MATCHING KNICKERS

Full 1950s style knickers which look delightful with the deep suspender belt or basque.

For Black Lace over ivory (above) order FB19
For Black embossed (left) order FB18

THOSE PICTURES →

The charming pin-up paintings on the front and back of this magazine—and over *nine hundred* more—are available in a huge glossy colour book, *The Great American Pin-up*. We also offer a set of 30 postcards of this *genre* for only £5.

REAL 1950S CLOTHES

NEW LADY is moving beyond nylons and lingerie into the wonderfully glamourous realm of real 1950s clothes. These clothes are made to measure for you by our seamstress from authentic 1950s patterns.

Nowhere in the world today can you find clothes as glamorous and charming as those that were worn in the 1950s. Stand out in *any* crowd, be the belle of *any* ball with the breathtakingly lovely clothes that your nylons were made to complement. And enjoy the perfect fit that only made-to-measure clothes can give.

Dress and matching jacket **Order: CI1**

This charming design is made as shown with contrasting polka-dot designs in a nicely draping artificial silk. The elegant bolero which sets off the dress to perfection is cleverly made to be reversible, giving two outfits for the price of one.

Material choice: Polka-dot only. Black/White, Yellow/Black, Navy/White and Red/White.

1950s Wide Skirt **Order:CI2**

This lovely full skirt can be worn alone or over the full net petticoat sold separately.

Material Choice: one inch wide gingham in Pink/White, Yellow/White, Red/White or Black/White; a bright cartoon-like all-over fruit print; or large pink orchids with black background.

Wide Petticoat **Order: CI3**

Beautiful, rustling petticoats to make your skirt look and sound like the real 1950s thing. (Not illustrated)

This elasticated full petticoat is made of simulated paper-nylon, which rustles as you walk, and generous layers of net to make your skirt stand out. Sizes: knee-length, short or mini.

Available in white or black. Other colours on request, including combinations, e.g. black net over purple.

Classic Full-skirted Dress **Order: CI4**

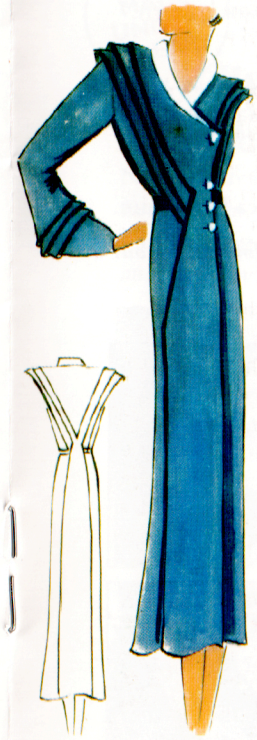
This classic dress from the 1950s can be made in bold large gingham or softer seersucker; two classic 1950s materials

Material choice: one inch wide gingham squares in Pink/White, Yellow/White, Red/White or Black/White or seersucker in Lilac, Buttermilk or Pale Rose.

Silk Cocktail Dress **Order: CI5**

This tailored shift with alluring, typically 1950s, pencil skirt in real silk, can be made up with three-quarter, half or no sleeves. It is fully lined.

Material choice: Pure Shantung Silk in French Navy, Antique Brown (a golden-brown), Bottle Green or Burgundy.



The Haute Couture Collection

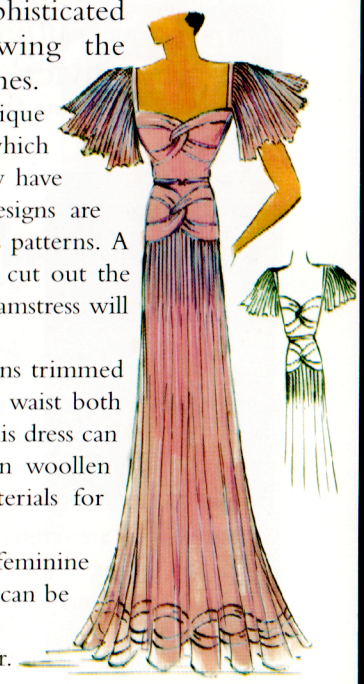
THE jewel in the New Lady crown is the *haute couture* collection. The dresses shown are taken from the private drawings of a French couturier. Dated 1929, they are ahead of their time, reflecting the sophisticated femininity of the 1930s, and showing the influence of the Art-Deco style on clothes.

New Lady customers are offered a unique opportunity to own these exclusive designs—which were found in an attic and may never actually have been made up. Obviously these complex designs are much more expensive to make than the 1950s patterns. A couturier who designs 1940s-style clothes has cut out the patterns from the pictures and our excellent seamstress will make it up exactly to your measurements.

The dress on the left has overlapping sections trimmed with braid on the arms and from shoulder to waist both back and front creating an Art-Deco effect. This dress can be made up longer or shorter than shown in woollen crêpe in various colours, or in suitable materials for evening wear.

The delicate evening dress on the right with feminine pleated sleeves and a flowing skirt over a matching underskirt can be made up in various colours in crêpe georgette.

Prices on application. Please telephone to discuss your order.



MAIDS' UNIFORMS

Classic Parlourmaid's Uniform *(left)* in black polyester *crêpe de chine* with detachable white collar and cuffs and elaborate tucked and frilled apron in serviceable cotton drill, trimmed with *broderie anglais* lace. This is a wide-skirted uniform and a knee-length net petticoat is recommended.

French Maid's Uniform *(right)* shorter skirted and incorporating rounded apron with heart-shaped bib made of polyester cotton trimmed with nylon lace. Worn with short net petticoat.

Mini-skirt uniform: *(not illustrated)* A mini-skirted version of the above dress with a petite version of the heart-shaped bib. Short tutu-style net petticoat available to give that glamorous touch. All versions of the dress are made up from a genuine 1950s pattern.

Dresses shown with three-quarter sleeves. Full-length sleeves also available.
Parlourmaid's dress: order MD1 French Maid dress: order MD2 Mini-skirt dress: order MD3

Parlourmaid's Apron: order PA Heart-shaped Apron: order HA Petite Heart-shaped Apron: order PHA. All aprons come in two sizes: small/medium or medium/large

Tutu net petticoat for MD3: order CI3 mini. Aprons designed by Franca Bergamini.

BESPOKE SERVICE: ***Your own patterns and designs can be made up for you by our seamstress. Please ring for further details.***

HIGH FASHION SHOES

New Lady is pleased to announce the Lady Elizabeth range of high-fashion high-heeled shoes. These elegant classic designs come with a choice of four-inch or five-inch heels, in black or red and in gleaming patent leather, matt leather or in cheaper but still mirror-like PVC.

Three styles are offered—the simple, strapless court shoe, the single ankle-strap or the double ankle-strap.
Codes: PVC Court 4" SP14; 5" SP15; PVC one-strap SP24 or SP25; PVC two-strap SP34 or SP35. All leather shoes, matt or patent, coded SL with same numbering as above. eg. Matt or Patent Leather Court 4" is SL14

KNICKERS *in 1950s Styles*

Traditional, enticing full knickers in the classic styles of the 1950s

READY-MADE UNDER-WEAR

Nylon Full Knickers

with cotton gusset. Lace trim on leg with small bow detail.
Colour: *White or cream*
Sizes: WMS (12-14 medium), WX (16-18 large), OS (20-22 XL), XOS (24-26 XXL). Order: FB1

Deep Cotton Knickers

Colour: *White* Sizes: Medium, Large, XL, XXL. Order: V8413

Eyelet Cotton Knickers

100% eyelet cotton.
Colour: *White* Sizes: WMS, WX, OS, XOS, XXOS. Order: WS 120

READY-MADE UNDER-WEAR

Regulation School Knickers

School knickers in regulation style and colours. Sizes: *Medium and Large*
Standard Cotton *(illustrated): Navy Blue, Bottle Green, Maroon, Black, White, Grey*
Nylon (stretchier and less opaque with white gusset): *Navy Blue, Bottle Green, Maroon, Black, White*
Cuffed Leg (a slightly more old-fashioned style): *Navy Blue, Grey and Black only.* Order: *Cotton* CB1; *Nylon* NB1; *Cuffed* SB1

PANTIE GIRDLES

High Waist Strong Pantie

Brief leg. Double strength front.
Colours: *White, Black, Skintone* Sizes: Medium, Large, XL, XXL, XXXL. Order: 547

High Waist Strong Pantie *(not illustrated)*

As 547 but with long leg. Double strength front.
Colours: *White, Black, Skintone*
Sizes: Medium, Large, XL. Order: 548

New High Waist Lightweight Pantie

In sleeknit satin elastic, pantie girdle.
Colour: *White* Sizes: 27"/28" to 39"/40" Order: 417

SUSPENDER BELTS

All suspender belts & girdles have traditional metal suspenders

Poly/Cotton Hip Belt Hookside

Depth: 6" Colour: *White* Waist sizes: 24" to 36"
Order: CB4

Satin Hookside Hip Belt

Depth: 6" Colour: *White* Order: SB200
Waist sizes: 24" to 36", 38", 40".

READY-MADE UNDER-WEAR

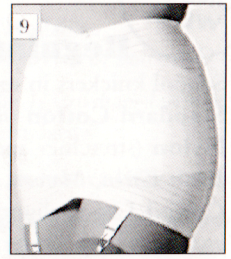
Poly/Cotton Hookside Hip Belt

Depth: 4" Colour: *White* Waist sizes: 24" to 36"
Order: 463

GIRDLES

Roll-on Girdle

Colours: *White, Black* Order: G528
Sizes: 28"/30" to 44"/46"



Open Girdle

Colour: *White* Sizes: 27"/28" to 33"/34"
Order: SLXN1

Firm Control Girdle

Colour: *White* Sizes: M, L, XL,
XXL, XXXL, XXXXL.
With zip (illustrated)—Order: 2660
Without zip—Order: 2697

Satin Panel Girdle

Colour: *White* Order: G207
Waist Sizes: 26" to 40", 42", 44", 46", 48".

Gayslant High Line Zip Girdle

Firm control with zip.
Colour: *White* Sizes: M, L, XL, XXL, XXXL, XXXXL.
Order: 762

✿ **STOP PRESS** **Directoire knickers** now available in silky Celanese, *white and peach*, sizes 12–28 Order B8. ✿ **French knickers**, *Nylon lace-trimmed: white, cream and black,* sizes M,L,XL,XXL Order A14.

CORSELETTES

Pantie Corselette

Colour: *White* Sizes: 36 to 42B&C
Order: SLMX151

Open Corselette *(Not illustrated)*

As SLMX151 but open style.
Colour: *White* Sizes: 36 to 42B&C
Order: SLMX150

18hr. Firm Control Open Corselette

Colour: *White* Sizes: 34 to 42B, 36 to 46C, 40 to 44D Order: 2600

PETTICOATS

Celanese Round Neck Slip

Overstitched neck and sleeve line. Length 39"
Colours: *White, Turquoise, Peach*
Sizes: 12, 14, 16, up to 24 Order: B6

Opera Top Nylon Underslip

With adustable straps.
Delicate lace trimmed bust section and hem.
Length: 40" or 43" Colours: *White or Cream.*
Bust Sizes: 36" to 46" Order: RS1

Lace Trimmed Opera Top Underslip

Adjustable straps. Length: 40" or 42"
Colours: *White, Cream, Black.* Order: A15
Bust Sizes: 34" to 48"

Built Up Shoulder Nylon Slip

With deep fine lace on neck and hem. Length: 40".
Colours: *White or Cream.*
Bust Sizes: 36" to 52". Order: NS1

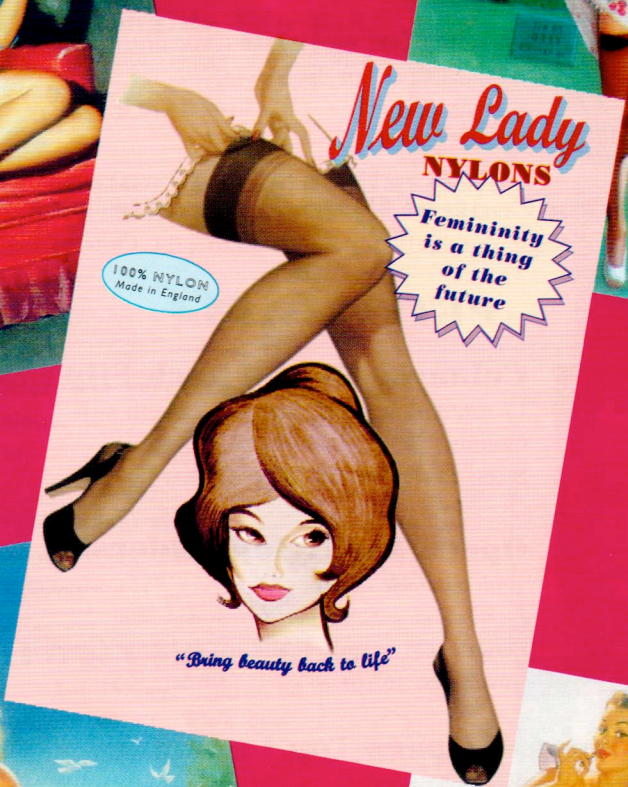
Built Up Shoulder Nylon Slip

Lace trimmed. Length: 40" or 42".
Colours: *White, Cream, Black,*.Bust Sizes: 34" to 48" Order: A16

READY-MADE UNDER-WEAR

FOR ALL ENQUIRIES TELEPHONE 0181-989 0281

Whatever you Do...



You'll do better with New Lady

Return to Charm, return to Glamour, return to Grace

New Lady Fashions, B.M.Elegance, London W.C.1 (full address). ★ Tel: 0181-989 0281.

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